



REF ID:
ATTENTION OF

DEFENSE COMMISSARY AGENCY

HEADQUARTERS
FORT LEE, VIRGINIA 23891-6300

SEP 27 1993

DOSM

MEMORANDUM FOR ALL CONUS REGION DIRECTORS/COMMANDERS

SUBJECT: Cigarette Merchandising Program

The purpose of this correspondence is to furnish each region with updated allocation percentages for the cigarette category. The enclosed attachment provides the most current market share figures available.

These share percentages are to be used in resetting allocations using the formula provided in the initial instruction memorandum of June 24, 1992. Simply adjust your current space allocations for Branded and Price Value segments first, and then adjust the manufacturers' share of space within each segment.

All other stipulations contained in the original correspondence remain in effect. New planograms, which reflect these changes, are currently being developed and will be forwarded under separate cover. Regions should provide each store with a copy of this memorandum upon receipt, so that the changes may be implemented as soon as possible.

The success of this program depends on each store following the provisions of the merchandising plan. Your complete cooperation is both essential and appreciated.

Thomas E. Watts
ROBERT D. TATE
for Director, Operations

Attachment:
As stated

51860 9754

SHARE OF CATEGORY SEGMENTS

REGION	BRANDED	PRICE VALUE
CENTRAL	37%	63%
MIDWEST	37%	63%
NORTHEAST	58%	42%
NORTHWEST PACIFIC	40%	60%
HAWAII	80%	20%
SOUTHERN	36%	64%
SOUTHWEST	49%	51%

MANUFACTURERS SHARE OF SEGMENT

	CENTRAL		MIDWEST		NORTHEAST		SOUTHERN	
MFG	BR	PV	BR	PV	BR	PV	BR	PV
ATC	9%	9%	11%	7%	10%	19%	11%	10%
B&W	9%	19%	6%	16%	8%	25%	7%	16%
L&M	1%	16%	2%	17%	2%	13%	2%	18%
LOR	6%	3%	4%	2%	11%	2%	5%	1%
PM	43%	24%	49%	19%	45%	21%	41%	20%
RJR	32%	29%	20%	39%	24%	20%	34%	35%

	NW/PAC		HAWAII		SOUTHWEST	
MFG	BR	PV	BR	PV	BR	PV
ATC	11%	11%	3%	22%	12%	13%
B&W	6%	36%	29%	30%	6%	26%
L&M	1%	15%	1%	3%	1%	17%
LOR	5%	1%	3%	-	5%	2%
PM	48%	9%	53%	17%	51%	19%
RJR	29%	28%	11%	28%	25%	23%